MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2022/2023

LIC1027
INTERCUTURAL COMMUNICATION

(All groups/sections)

4 JULY 2023
9:00 – 11:00
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO** pages with **TWO** sections.
2. Answer **ALL** questions in the Answer Booklet provided.

SECTION A: STRUCTURED QUESTIONS [30 MARKS]

Instruction: Answer **ALL** questions.

1. There are many ways a person can develop cultural empathy. Select any **TWO (2)** methods listed below and explain how a person can develop cultural empathy using the selected method. (4 marks)
   a) Education
   b) Exposure
   c) Reflection

2. Ethnocentrism can create barriers in intercultural communication. Explain **TWO (2)** ways how ethnocentrism may create barriers in intercultural communication. (4 marks)

3. Explain the relationship between cultural identity and intercultural communication by referencing each statement below: (4 marks)
   - Cultural identity shapes communication patterns.
   - Intercultural communication shapes cultural identity.

4. Explain **THREE (3)** ways how intercultural conflicts can be resolved or prevented through popular culture. Provide **ONE (1)** example. (4 marks)

5. There are many challenges that may arise in an intercultural relationship. Explain **THREE (3)** of the intercultural relationship challenges below: (6 marks)
   a) Communication barrier
   b) Stereotypes and prejudice
   c) Value conflicts
   d) Power imbalance
   f) Conflict resolution

6. There are many potential challenges of intercultural communication in the tourism industry. Discuss strategies to overcome **TWO (2)** of the challenges listed below: (4 marks)
   a) Language barriers
   b) Cultural differences
   c) Non-verbal communication
   d) High Context vs Low Context communication

7. There are five components of competence in intercultural communciation which are: (4 Marks)

   Knowledge, Skills, Attitudes, Awareness, and Flexibility

   Explain strategies to improve **TWO (2)** of the components of competence in intercultural communication to strive for an engaged and effective intercutural communication.

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SECTION B: DISCUSSION [10 MARKS]

Instruction: Answer **all** question.

You are part of an international team tasked with completing a semester-long project for a global business class. The team consists of four members, each from a different country: Brazil, Japan, Nigeria, and the United States. The team has been meeting virtually via video conferencing since the COVID-19 pandemic. However, there have been some communication barriers and misunderstandings that have led to delays in the project timeline.

a) Identify and explain at least **TWO (2)** cultural differences that may be causing communication barriers in this scenario. (2 Marks)

b) Based on the six imperatives of intercultural communication studies, provide **TWO (2)** strategies that the team can use to improve their communication and overcome the barriers. (2 Marks)

c) Discuss **ONE (1)** potential ethical concern that may arise in this situation. (2 Marks)

d) Suggest **TWO (2)** ways to address the ethical concern in 1(c). (2 Marks)

e) Based on your analysis, provide **ONE (1)** recommendation on how the team can move forward and complete the project successfully. (2 Marks)

End of Paper